

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2015 to May 22, 2016.

1) Employment Unit: Good Karma Broadcasting, LLC (Cleveland, OH)

2) Unit Members (Stations and Communities of License): WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH
WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

3) EEO Contact Information for Employment Unit:

Mailing Address: 1301 E. 9 th St., Suite 252 Cleveland, OH 44114	Telephone Number: (216) 583-9901
	Contact Person/Title: Keith Williams / General Manager
	E-mail Address: kwilliams@goodkarmabrands.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
1. Marketing Consultant	Industry Referral
2. ESPN Digital Marketing Specialist	Employee Referral

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a.) Job Title: Marketing Consultant (1)

Recruiting Source: Industry Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Asian American Journalists Association	Rene Astudillo	1182 Market Street, San Francisco, California 94102	415.346.2051	0	No
Case Western Reserve University	Career Development	10900 Euclid Avenue, Cleveland, Ohio 44106	216.368.2000	0	No
Company Websites	Market Contact	Goodkarmabrands.com and ESPNCleveland.com	Cleveland	7	No
Cuyahoga Community College	Carolyn Bailey	4250 Richmond Rd, Highland Hills, OH 44122	216.987.5000	0	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	Webmaster	www.indeed.com	N/A	11	No
Industry Referral	N/A	N/A	N/A	3	No
Miami University	Career Development	501 E. High Street, Oxford, Ohio 45056	513.529.1809	0	No
NAACP of Cleveland	Neisha Jackson	2131 Stoke Boulevard, Cleveland, Ohio 44106	216.231.6260	0	No
National Association of Black Journalist	Webmaster	8701 Adelphi Road, Adelphi, MD, 20783	301.445.7100	0	No
National Organization for Women	Tizzy Hyatt	122 State Street #403, Madison, Wisconsin 53703	608.255.3911	0	No
Native American Journalist Association	Webmaster	3359 36th Avenue, South, Minneapolis, MN 55406	612.729.9244	0	No
Ohio University	Career Development	346 Mccracken Road, Athens, OH 45701	740-593-1000	1	No
Radio and Television News Directors Association	Webmaster	1000 Connecticut Avenue, NW, Suite 615, Washington D.C. 20036	202.659.6510	0	No
The University of Akron	Career Development	302 Buchtel Common, Akron, Ohio 44325	330.972.7111	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI 53703	608.255.2600	0	No
WorkinSports.com	Webmaster	www.workinsports.com	N/A	0	No

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b.) Job Title: ESPN Digital Marketing Specialist (2)

Recruiting Source: Employee Referral

(i) Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Case Western Reserve University	Career Development	10900 Euclid Avenue, Cleveland, Ohio 44106	216.368.2000	0	No
Company Websites	Market Contact	Goodkarmabrand.com and ESPNCleveland.com	Cleveland	4	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	Webmaster	www.indeed.com	N/A	4	No
John Carroll University	Sue Sande	20700 N Park Boulevard, University Heights, OH 44118	216.397.4432	0	No
Top Workplaces	N/A	N/A	N/A	2	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 E. Mifflin Street, Suite 900, Madison, WI 53703	608.255.2600	0	No
WorkinSports.com	Webmaster	www.workinsports.com	N/A	0	No

6) Total # of Interviewees Referred: For the period from May 23, 2015 to May 22, 2016, this Employment Unit interviewed 36 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives:**(a) Initiative: Internship Program**

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 30 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Baldwin Wallace College, Bowling Green State University, The Ohio State University, John Carroll University, Kent State University, Duquesne University, Allegheny College, University of Akron, The Ohio Center for Broadcasting, the University of Miami of Ohio, and Ohio University

(b) Initiative: Mentoring Program

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The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: Job Shadowing

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry. One of the employment unit's marketing consultants and one of the on-air producers had a high school student job shadow for the day on January 8, 2016.

(d) Initiative: Participation in Educational Institution and Community Events

Ohio Northern Region of BBYO – An On-Air Personality spoke to 75 students about their experience in the industry and their career on November 14, 2015.

Walsh Jesuit High School – A Marketing Consultant spoke to 120 students on the topic of the Senior Experience Project on January 28, 2016.

JCU Entrepreneurial Student Speaker Series – The Sales Manager and Director of Marketing spoke to 150 students for 25 minutes with a 55-minute Q & A session about topics on sales, marketing and advertising on April 7, 2016.

Cleveland Municipal School District's Career Day – A Marketing Consultant spoke to 40 students on the topics of sales, marketing and broadcasting on May 6, 2016.

(e) Initiative: Job & Career Fairs

Cuyahoga Community College. Highland Hills, OH. June 6, 2015. The Internship Coordinator participated in a Northeast Ohio Council on Higher Education ("NOCHE") event. Approximately 40 were in attendance.

Cuyahoga Community College. Highland Hills, OH. September 23, 2015. The Internship Coordinator participated in a a Northeast Ohio Council on Higher Education ("NOCHE") event. Approximately 30 were in attendance.

University of Akron. Akron, OH. October 1, 2015. The Internship Coordinator participated in a recruiting/retaining local talent event. Approximately 200 were in attendance.

Ashland University. Ashland, OH. October 8, 2015. The Internship Coordinator participated in an intern fair. Approximately 300 were in attendance.

University of Toledo. Toledo, OH. October 28, 2015. The Internship Coordinator participated in an intern fair. Approximately 300 were in attendance.

Lake Erie College. Painesville, OH. November 6, 2015. The Internship Coordinator participated in a mock interview event. Approximately 10 were in attendance.

Northeast Ohio Council on Higher Education ("NOCHE"). Cleveland, OH. January 6, 2016. The Internship Coordinator participated in an intern fair. Approximately 150 were in attendance.

Ohio State University. Columbus, OH. January 26, 2016. The Internship Coordinator participated in an intern fair. Approximately 1400 were in attendance.

John Carroll University. University Heights, OH. February 4, 2016. The Internship Coordinator participated in an intern fair.

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